

2008 Convention Message

Water...Land...Cattle Working to Preserve Our Heritage

Welcome to the 2008 Florida Cattlemen's Association Annual Convention and Allied Trade Show at Marco Island!

I hope your entire family will attend and take advantage of the many convention opportunities we have to offer. We will begin this year with Cattlemen's College on Monday afternoon on the 16th and Tuesday morning on the 17th. We have several topics that I think you will find enlightening as well as enjoyable which will be beneficial to your cattle operation.

Opening General Session and Committee Meetings are a place to voice your opinion on issues affecting your program and make our industry and association stronger.

I encourage you to take advantage of the Allied Trade Show, visit with these vendors who provide innovative resources and technology that you can implement for the improvement of your operation.

As always, I look forward to the youth activities and to celebrate the many accomplishments of our junior members. I am recharged on the excitement that they generate. *(Something we must encourage for the future of Ranching in Florida).*

The convention is a time to relax, visit with folks in the cattle business, enjoy family time, renew old friendships, make new ones and most importantly honor our many award recipients.

You can make a difference in the Florida Cattlemen's Association and the Beef Industry. In these extreme times of pressure on our water and land, we must be willing to *change* to preserve our heritage. Make "*change*" your friend or you will fall behind. We must be willing to speak out for our industry and tell our story...for no one tells it better than we who live it day to day. With change, challenges and opportunities are created. Florida has changed - so must the Florida Beef Cattle Industry to effectively promote Beef, get our share of domestic and foreign markets and to preserve the future for our children.

Thank you for taking part in the 2008 Convention, I am looking forward to visiting with you there.